

# How are new technologies affecting the technical writer/audience relationship?

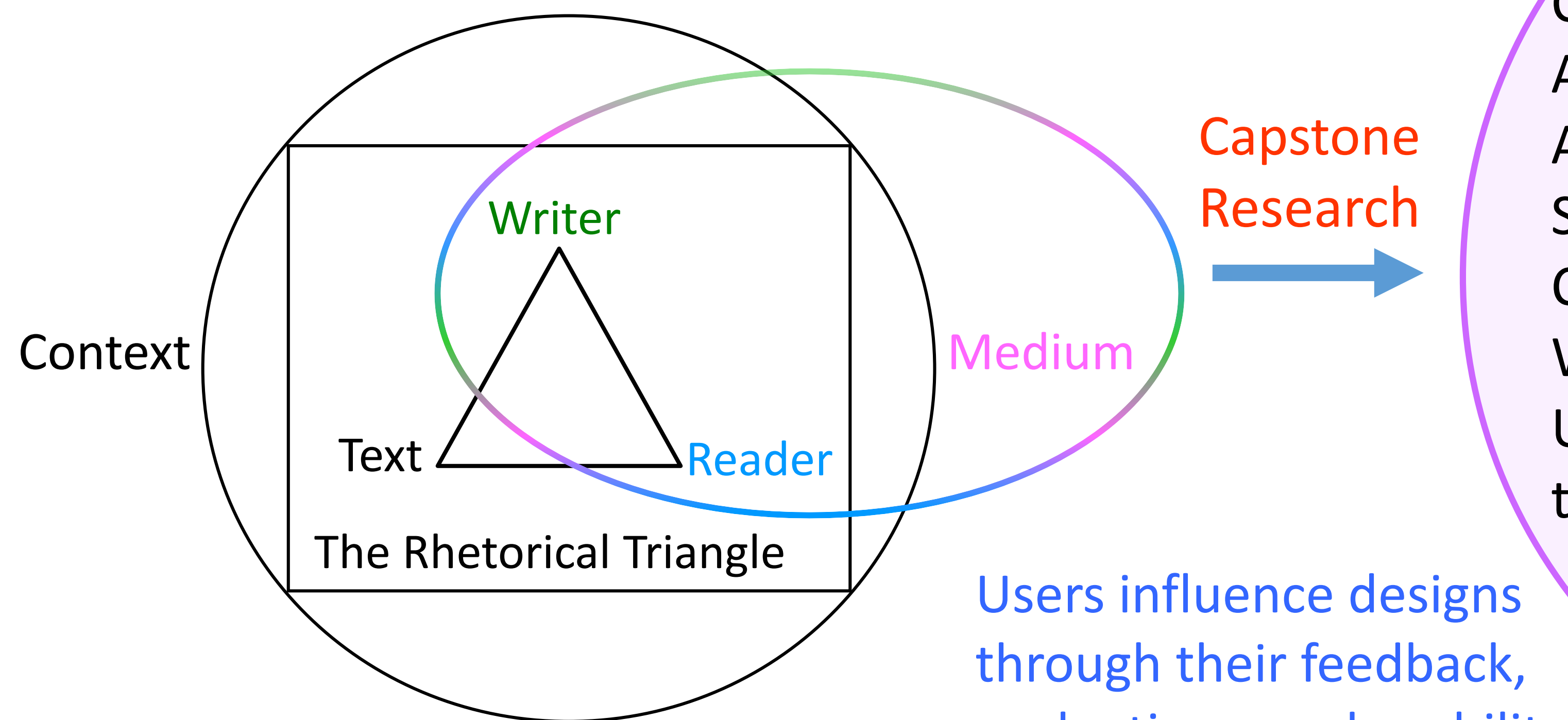
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## The “Rhetorical Triangle” Revisited

The traditional and revisited Rhetorical Triangle models show a cause and effect interaction between two nodes in the triangle. The interaction of the medium (technology) with the writer and the audience is not well-defined. The results of my capstone research support a Venn diagram model that describes the relationship among the three nodes.



Lunsford, A. and Ede, L. (2009). Among the Audience: On Audience in an age of New Literacies. In Engaging Audience: Writing in a new age of Literacies. Eds. Weiser, M.E., Fehler, B.M., and Gonzalez, A.M.

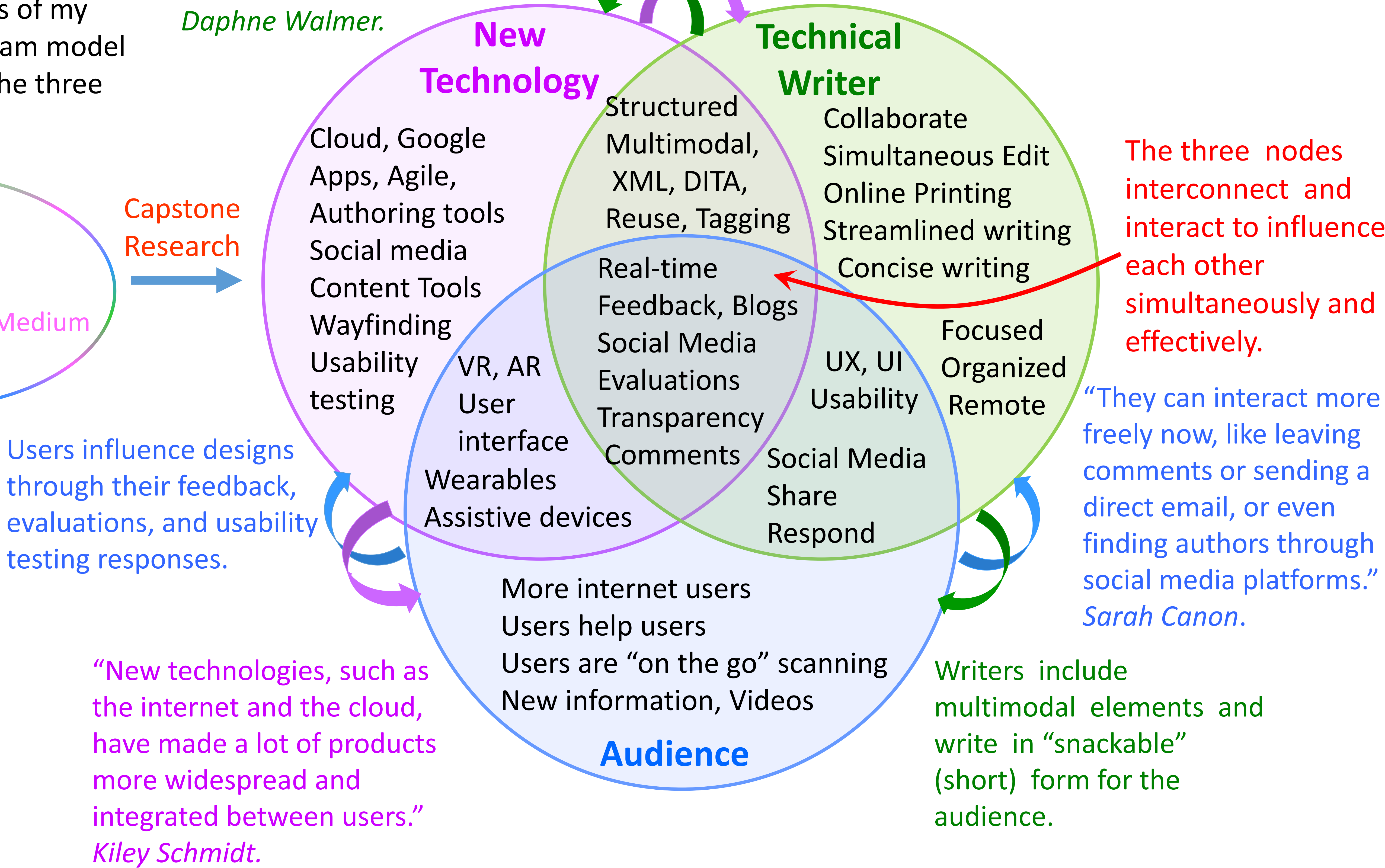
## Methods

- Survey Questions: TCAB members, graduate students
- Qualitative Affinity Analysis

## Survey Results

“The job became much more the management and curation of information vs new writing.”  
*Daphne Walmer.*

“Authoring tools, such as Arbortext Editor store bits of translated text to be reused in the creation of manuals.” *Kathy Gruber.*



## Discussion/Conclusions

The technical writer/audience relationship is changing because of new technologies such as:

- easy online access
- social media and online forums
- free repositories to store data and access software
- open share and open source tools.

Their relationship is becoming more collaborative and interactive because

- the feedback is a two-way process between the digitally-aware audience and writer,
- the audience influences the success of technology by causing it to go either “viral” or not,
- the writer uses new tools to modify writing for the audience needs.

Web 4.0 will produce more augmented and assistive devices to help us, and the writer analyst will help analyze and use the accumulated biometric data. Intuitive devices that anticipate our needs will flourish in Web 5.0., and the cognitive writer will disseminate new information about cognitive awareness for the devices.

